






The *Program* conducts research to assist in evaluating and expanding retail-based activities in California. Recent studies conducted, include:

1. California Department of Health Services. [5 a Day Retail Merchandising Evaluation](#). Sacramento, CA: 2001 Report. Prepared by Loma Linda University. 
2. California Department of Health Services. [A Strategic Framework to Increase the Effectiveness of Promoting "5 a Day" at Retail](#). Sacramento, CA: 2001 Report. Prepared by Willard Bishop Consulting, Ltd. & Nuffer, Smith, Tucker, Inc. 

Articles of Interest

The *Program* also maintains an extensive collection of industry resources, including the following articles, to increase our knowledge and understanding of the retail environment:

1. [Spending and Saving Money](#), courtesy of the Food Marketing Institute 
2. [Nutrition](#), courtesy of the Food Marketing Institute 
3. [Fresh Produce Demographics](#), courtesy of the Produce Marketing Association 

Internet Resources

Additional articles specific to retail operations and consumer behavior in the supermarket can be found on the following sites:

1. Smarter shopping, healthier eating, better living at:
<http://www.supermarketguru.com/>

2. Glossary of supermarket terms at:
http://www.fmi.org/facts_figs/glossary_search.cfm

3. Retail Trade Associations

California Grocers Association - www.cagrocers.com

Food Marketing Institute - www.fmi.org

Fresh Produce and Floral Council - www.fpfc.org

Korean-American Grocers Association of California - www.kagro.net

Produce Marketing Association - www.pma.com

4. Trade publications for the retail industry at:

www.producenews.com

www.supermarketnews.com

www.thepacker.com